26th Edition

Newspaper and Newsprint Facts at a Glance 1983-84

Newsprint Information Committee
420 Lexington Avenue, New York, N.Y. 10017

BOWATER MERSEY
B.C. FOREST PRODUCTS
CONSOLIDATED-BATHURST
CROWN FOREST INDUSTRIES
GREAT LAKES
MACLAREN
MACMILLAN BLOEDEL
ROTHESAY PAPER

To The Reader:

The Canadian newsprint producers who make up the Newsprint Information Committee are pleased to bring you this, the twenty-sixth annual edition of Newspaper and Newsprint Facts at a Glance.

We hope you will find this compendium of information about the newspaper and newsprint industries useful.

If you have any suggestions concerning material in this booklet, we would welcome them.

A list of the Canadian newsprint producers constituting the Newsprint Information Committee appears on the following page.

THE NEWSPRINT INFORMATION COMMITTEE

Members of the Newsprint Information Committee and their service representatives in the United States:

Bowater Mersey
Bowater Sales Co.

British Columbia Forest Products Ltd.
Crofton Paper Company, Inc.

Consolidated-Bathurst Inc.
Consolidated Newsprint, Inc.

Crown Forest Industries Ltd.
Crown Newsprint Sales Corp.

Great Lakes Forest Products Limited
Lake Superior Newsprint Co.

James Maclaren Industries Inc.
Maclaren Forest Products Inc.

MacMillan Bloedel Limited
Powell River-Alberni Sales Corp.

Rothesay Paper Limited
Rothesay Newsprint Sales

NEWSPRINT INFORMATION COMMITTEE
420 Lexington Avenue, New York, NY 10017
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1984 NEWSPRINT CAPACITY BY PRODUCERS

Canadian Mills	1984 Capacity in Metric Tons *	
Abitibi-Price Inc. (Group Total)		1,879,000
Alma, Que.	267,000	
Beaupre, Que.	70,000	
Chandler, Que.	223,000	
Fort William, Ont.	127,000	
Grand Falls, Nfld.	243,000	
Iroquois Falls, Ont.	261,000	
Kenogami, Que.	160,000	
Pine Falls, Man.	164,000	
Sault Ste. Marie, Ont.	60,000	
Stephenville, Nfld.	151,000	
Thunder Bay, Ont.	153,000	
Boise Cascade Canada Ltd.		
Kenora, Ont.		248,000
Bowater Mersey (Group Total)		426,000
Corner Brook, Nfld.	261,000	
Liverpool, N.S. (Mersey)	165,000	
British Columbia Forest Products Ltd.		
Crofton, B.C.		426,000
CIP Inc. (Group Total)		1,081,000
Dalhousie, N.B.	319,000	
Gatineau, Que.	492,000	
Trois-Rivieres, Que.	270,000	
Consolidated-Bathurst Inc. (Group Total)		880,000
Grand' Mere, Que.	181,000	
Port Alfred, Que.	316,000	
Shawinigan Falls, Que.	311,000	
Trois-Rivieres, Que.	72,000	
Crown Forest Industries Ltd.		
Elk Falls, B.C.		428,000
Domtar Inc. (Group Total)		266,000
Dolbeau, Que.	146,000	
Donnacona, Que.	55,000	
Red Rock, Ont.	65,000	

*Preliminary

Canadian Mills (cont.)	1984 Capacity in Metric Tons*	
Donohue Inc. (Group Total)		384,000
Amos, Que.	152,000	
Clermont, Que.	232,000	
Great Lakes Forest Products Ltd.		
Thunder Bay, Ont.		398,000
Kruger Inc. (Group Total)		455,000
Bromptonville, Que.	194,000	
Trois-Rivieres, Que.	261,000	
James Maclaren Industries Inc.		
Buckingham, Que.		161,000
MacMillan Bloedel Ltd. (Group Total)		890,000
Port Alberni, B.C.	350,000	
Powell River, B.C.	540,000	
Nova Scotia Forest Industries Ltd.		
Port Hawkesbury, N.S.		148,000
Ontario Paper Co. Ltd. (Group Total)		717,000
Thorold, Ont.	305,000	
Q.N.S. Paper Co. Ltd.		
Baie Comeau, Que.	412,000	
Reed Inc., Quebec, Que.		329,000
Rothesay Paper Ltd.		
St. John, N.B.		314,000
St. Raymond Paper Ltd.		
St. Raymond, Que.		—
F. F. Soucy Inc., Riviere-du-Loup, Que.		167,000
Spruce Falls Power & Paper Co. Ltd.		
Kapuskasing, Ont.		338,000
TOTAL CANADIAN CAPACITY		9,935,000

*Preliminary
Source: Canadian Pulp & Paper Assoc.

United States Mills	1984 Capacity in Metric Tons
Augusta Newsprint Co., Augusta, GA.	331,000
Bear Island Paper Co., Doswell, VA.	169,000
Boise Cascade Corp., Steilacoom, WA.	167,000
Boise Southern Co., DeRidder, LA.	303,000

United States Mills (cont.)	1984 Capacity in Metric Tons	
Bowater Southern Paper Corp.		
Calhoun, TN		609,000
Catawba Newsprint Co., Catawba, SC		206,000
Crown Zellerbach Corp. (Group Total)		157,000
Port Angeles, WA	32,000	
Wauna, OR	125,000	
FSC Paper Corp., Alsip, IL		98,000
Garden State Paper Co., Inc. (Group Total)		307,000
Garfield, NJ	189,000	
Pomona, CA	118,000	
Great Northern Paper Co.		
E. Millinocket, ME		269,000
Inland Empire Paper Co., Millwood, WA		60,000
International Paper Co. (Group Total)		139,000
Mobile, AL	110,000	
Pine Bluff, AR	29,000	
Kimberly-Clark Corp., Coosa River Newsprint Div.		
Coosa Pines, AL		381,000
Manistique Papers, Inc.		
Manistique, MI		30,000
North Pacific Paper Co., Longview, WA		419,000
Publishers Paper Co. (Group Total)		523,000
Newberg, OR	332,000	
Oregon City, OR	191,000	
St. Regis Paper Co., Newsprint Div. (Group Total)		736,000
Lufkin, TX	315,000	
Sheldon, TX	421,000	
Southeast Paper Manufacturing Co., Dublin, GA		185,000
Southwest Forest Industries, Inc.		
Snowflake, AZ		249,000
TOTAL U.S. CAPACITY		5,343,000

Source: American Paper Institute and
American Newspaper Publishers Assn.

NORTH AMERICAN NEWSPRINT
CAPACITY, PRODUCTION, CONSUMPTION, SOURCES OF SUPPLY

Sources: ANPA, Canadian Pulp & Paper Assn., API

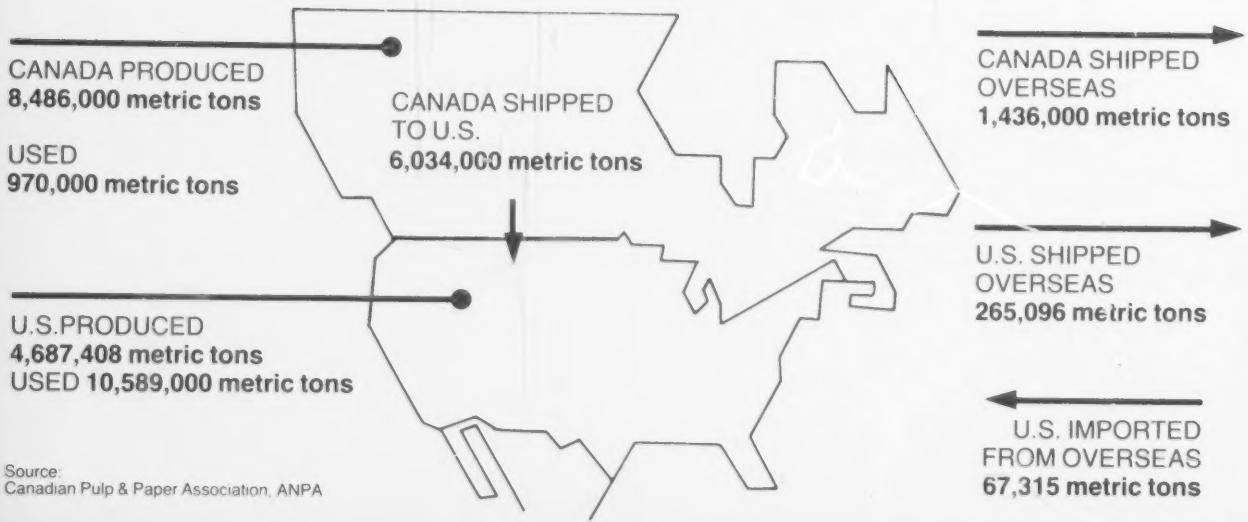
	1984 Metric Tons	1983 Metric Tons	1974 Metric Tons	1964 Metric Tons
CAPACITY				
U.S. Mills	5,343,000	5,298,000	3,490,066	2,233,512
Canadian Mills	9,935,000*	9,970,000	9,106,414	7,676,676
	15,278,000	15,268,000	12,596,480	9,910,188
PRODUCTION				
U.S. Mills	NOT AVAILABLE	4,687,408	3,158,181	2,063,866
Canadian Mills		8,486,000	8,661,526	6,622,517
		13,173,408	11,819,707	8,686,383
U.S. CONSUMPTION				
By all Users		10,589,000	9,259,304	7,311,984
By Daily & Sunday Newspapers		7,897,601**	7,515,796	6,791,708
% of total consumption		74.6%**	81.2%	92.5%
U.S. SOURCES OF SUPPLY				
From Canada		57.4%	66.0%	70.0%
From U.S.		42.0%	32.0%	27.0%
From Overseas		0.6%	2.0%	3.0%

*Preliminary

**See footnote, page 15

To convert metric tons to short tons, multiply by 1.1023

FLOW OF NORTH AMERICAN NEWSPRINT, 1983



Source:
Canadian Pulp & Paper Association, ANPA

CANADA LEADS WORLD IN NEWSPRINT PRODUCTION

Source: CPPA

1983
Production, 000's*

Nation	Metric Tons	Percent of Total
Canada	8,486	33.7
United States	4,687	18.6
Japan	2,575	10.2
U.S.S.R.	1,380	5.5
Sweden	1,369	5.4
Finland	1,289	5.1
Norway	697	2.8
West Germany	595	2.4
Australia	376	1.5
South Africa	240	1.0

*Estimated
Total World Production (1983 Est.)—25,196,000 metric tons
(Total includes Peoples' Republic of China.)

U.S. IS WORLD'S LEADING CONSUMER OF NEWSPRINT

Source: CPPA

1983
Consumption, 000's*

Nation	Metric Tons	Percent of Total
United States	10,589	42.0
Japan	2,660	10.5
Britain	1,289	5.1
West Germany	1,121	4.4
U.S.S.R.	1,073	4.3
Canada	970	3.8
France	598	2.4
Australia	501	2.0
Netherlands	392	1.5
Italy	324	1.3
Sweden	316	1.3

*Estimated
Total World Demand (1983 Est.)—25,239,000 metric tons
(Total includes Peoples' Republic of China.)

THE PRICE OF NEWSPRINT—1933–1983*

	Short Tons
1933	$ 41.25
1934	40.00
1935	40.00
1936	41.00
1937	42.50
1938	50.00
1939	50.00
1940	50.00
1941	50.00
1942	50.00
1943	54.66
1944	58.00
1945	60.25
1946	72.25
1947	88.50
1948	97.67
1949	100.00
1950	101.00
1951	111.00
1952	121.00
1953	126.00
1954	126.00
1955	126.00
1956	130.00
1957	133.00
1958	134.00
1959	$134.00
1960	134.00
1961	134.00
1962	134.00
1963	134.00
1964	134.00
1965	134.00
1966	136.92
1967	140.50
1968	142.00
1969	147.00
1970	152.00
1971	157.33
1972	164.58
1973	175.00
1974	210.00
1975	260.00
1976	282.50
1977	302.50
1978	320.00

	Metric Tons
1979	$386.11
1980	436.50
1981	482.50
1982	495.00
1983	484.25

*Annual average contract price per ton delivered at New York City. Prices through 1973 are for 32-lb. paper; thereafter for 30-lb. One metric ton equals 1.1023 short tons.

NEWSPRINT AS AN ELEMENT OF TOTAL PUBLISHING COST

Typical dailies	1982	1983
Daily of 750,000 circulation	28.7%	NA
Daily of 250,000 circulation	28.6%	28.2%
Daily of 50,000 circulation	26.9%	23.0%
Daily of 9,000 circulation	15.9%	14.2%

(85% of all dailies have less than 50,000 circulation)

U.S. NEWSPRINT CONSUMPTION

1953-1983

Year	Short Tons (Thousands)	Year	Short Tons (Thousands)
1953	5,759	1970	9,117
1954	5,778	1971	9,248
1955	6,223	1972	9,938
1956	6,468	1973	10,195
1957	6,436	1974	10,102
1958	6,229	1975	9,172
1959	6,704	1976	9,577
1960	6,962	1977	10,228
1961	6,919	1978	10,878
1962	7,018		
1963	7,075		**Metric Tons**
1964	7,539	**Year**	**(Thousands)**
1965	8,016	1979	10,197
1966	8,580	1980	10,088
1967	8,660	1981	10,164
1968	8,744	1982	10,115
1969	9,239	1983	10,589

Source: ANPA

Note: Tonnage for years prior to 1974 has been recalculated to a 30-pound basis for comparative purposes.
To convert short tons to metric tons, divide short tons by 1.1023.

NEWSPRINT MISCELLANY

Basis Weight/Grammage

The weight in pounds of a ream (500 sheets) of newsprint 24 by 36 inches (equal to 3,000 square feet) is its basis weight. Virtually all U.S. and Canadian newsprint capacity is on a nominal 30-lb. basis weight standard. In metric terms, this is expressed as grammage, or the weight in grams of one sheet of newsprint measuring one square meter. Thus a 30-lb. basis weight is equivalent to a grammage of 48.8 (more frequently expressed as 48.8 g/m^2).

Basis weight/grammage conversion tables appear on page 27.

Offset Newspapers

ANPA reports that 1,403 of the nation's 1,772 daily newspapers were printed by offset in 1981. They represented 79.2 percent of the total number of U.S. dailies and 53.4 percent of total circulation. (1982 figures were not available at press time.)

Newsprint Storage

ANPA/RI recommends storing newsprint at a temperature of 60° to 70° F. Newsprint that has been in transit under frigid conditions should be kept in a warm storage room several weeks before it is used on press.

Unwound newsprint gives up or takes on moisture in seconds; therefore, says ANPA/RI, most experts recommend that the pressroom environment be maintained at 45 percent relative humidity. Many newspapers have humidity control devices in their pressroom air handling systems or supplemental humidity units operating in the pressroom areas. Proper humidity conditions definitely aid runability.

Newsprint and Environment

Wood for newsprint is a renewable natural resource. In Canada, it comes from nearly a million square miles of forest, 80 percent owned by the public. Wood is harvested in accordance with rules laid down by the provincial governments.

The forests are managed so as to give perpetual yield. The annual cut is far less than annual growth. Thus the current wood supply can be maintained in perpetuity. Mature trees left unharvested fall prey to fire, insects, disease, and decay.

Canadian mills are involved in a costly long-term anti-pollution program. Meanwhile, both government and industry researchers continue to seek improved methods of waste disposal.

Over three million tons of old newspapers are collected annually in the U.S. for recycling in the U.S. and overseas. They go into such products as paperboard, wallboard, insulation and more than a million tons of reprocessed newsprint.

DATA ON U.S. NEWSPAPERS

	1983	1982	1973
U.S. Daily Newspaper Circulation[1,2]			
441 Morning Newspapers	33,570,242	33,174,087	26,017,947
1,288 Evening Newspapers	29,041,494	29,313,090	35,684,228
Total (1,699 Dailies)[3]	62,611,741	62,487,177	62,605,401
U.S. Sunday Newspapers (770)	56,714,895	56,260,764	51,088,000
U.S. Weekly Newspapers (7,626)[4]	44,295,042	45,035,092	35,188,502
Average Pages Printed[5]			
U.S. Dailies			
A.M. Papers	81[6]	74[6]	58[7]
P.M. Papers	67[6]	58[6]	
Sunday Papers	265[6]	236[6]	182[8]
Advertising Revenue			
U.S. Daily and Sunday Newspapers[9]	$20,581,517,000	$17,694,000,000	$7,591,000,000

1. ANPA Editor & Publisher. 2. 1983 figures preliminary; 1982 figures revised. 3. Includes 30 "all-day" newspapers which are listed in both morning and evening columns but only once in the total. 4. National Newspaper Association, American Newspaper Representatives, Inc. 5. Newspaper Advertising Bureau, Media Records measurements in 39 markets. 6. Includes preprints on a lineage basis. 7. Average, 141 papers in top markets. 8. Average, 90 papers in top markets. 9. Newspaper Advertising Bureau.

LARGEST U.S. DAILIES

Circulation*		1983 Newsprint Usage** (Metric Tons)
2,081,995	The Wall Street Journal (m)	162,631
1,374,858	New York Daily News (m)	175,841
1,284,613	USA Today (m)	NA
1,057,536	Los Angeles Times (m)	360,000
970,051	The New York Times (m)	287,300
963,069	New York Post (all day)	67,132
768,288	The Washington Post (m)	204,161
762,882	Chicago Tribune (all day)	176,000
657,015	The Detroit News (all day)	110,000
631,087	Detroit Free Press (m)	81,882

*ABC FAS-FAX figures as of March 31, 1984. Source: Audit Bureau of Circulations.
**Editor & Publisher, plus independent verification.

LARGEST U.S. NEWSPAPER COMPANIES (Ranked by Daily Circulation)

Company	Daily Papers	Daily Circulation[1]	Sunday Papers	Sunday Circulation[1]
Gannett Co.[2]	85	4,483,483	56	3,472,915
Knight-Ridder Newspapers	29	3,651,369	22	4,347,439
Newhouse Newspapers	27	3,202,759	21	3,551,315
Tribune Co.	8	2,756,062	7	3,702,702
Dow Jones	21	2,588,341	10	388,884
Times Mirror	7	2,340,844	7	2,934,891
News America Publ. (Murdoch)	5	2,087,681	3	1,120,243
Scripps-Howard Newspapers	16	1,459,830	7	1,576,782
New York Times Co.	21	1,367,338	10	1,911,659
Thomson Newspapers	84	1,294,711	38	804,802

1. Averages for six months ended Sept. 30, 1983.
2. Includes estimated average circulation of 1,041,667 for USA Today for the foregoing period.
Source: Morton Research, Lynch, Jones & Ryan.

NEWSPAPER NEWSPRINT CONSUMPTION BY STATES*
(Metric Tons)

	1983	1982	Percent Increase/ Decrease
East North Central States			
Illinois	396,980	381,108	+ 4.2
Indiana	131,329	128,301	+ 2.4
Michigan	282,707	266,180	+ 6.2
Ohio	319,825	322,209	– 0.7
Wisconsin	123,129	123,931	– 0.6
Total	1,253,970	1,221,729	+ 2.6
East South Central States			
Alabama	65,388	69,206	– 5.5
Kentucky	67,399	66,047	+ 2.0
Mississippi	32,382	31,390	+ 3.2
Tennessee	107,574	107,816	– 0.2
Total	272,743	274,459	– 0.6
Middle Atlantic States			
New Jersey	281,568	256,082	+ 10.0
New York	833,645	827,186	+ 0.8
Pennsylvania	407,703	395,380	+ 3.1
Total	1,522,916	1,478,648	+ 3.0
South Atlantic States			
Delaware and District of Columbia	225,408	215,032	+ 4.8
Florida	485,212	462,886	+ 4.8
Georgia	149,651	125,146	+ 19.6
Maryland	98,628	97,122	+ 1.6
North Carolina	127,901	119,781	+ 6.8
South Carolina	60,236	57,389	+ 5.0
Virginia	112,326	108,667	+ 3.4
West Virginia	29,327	29,630	– 1.0
Total	1,288,689	1,215,653	+ 6.0
West North Central States			
Iowa	68,516	65,558	+ 4.5
Kansas	38,328	37,665	+ 1.8
Minnesota	109,327	106,553	+ 2.6
Missouri	165,614	156,551	+ 5.8
Nebraska	42,839	40,769	+ 5.1
North Dakota	13,319	12,520	+ 6.4
South Dakota	9,568	9,022	+ 6.1
Total	447,511	428,638	+ 4.4

	1983	1982	Percent Increase/ Decrease
Mountain States			
Arizona	121,829	110,534	+ 10.2
Colorado	180,548	173,629	+ 4.0
Idaho	14,662	15,421	− 4.9
Montana	13,551	13,278	+ 2.1
Nevada	36,288	35,090	+ 3.4
New Mexico	25,896	25,007	+ 3.6
Utah	35,641	34,351	+ 3.8
Wyoming	6,558	6,645	− 1.3
Total	434,973	413,955	+ 5.1
New England States			
Connecticut	97,160	91,461	+ 6.2
Maine	20,009	18,224	+ 9.8
Massachusetts	253,990	230,544	+ 10.2
New Hampshire	15,563	14,080	+ 10.5
Rhode Island	33,158	31,726	+ 4.5
Vermont	6,978	6,958	+ 0.3
Total	426,858	392,993	+ 8.6
West South Central States			
Arkansas	40,481	38,882	+ 4.1
Louisiana	117,676	118,004	− 0.3
Oklahoma	83,466	83,479	—
Texas	707,128	648,435	+ 9.1
Total	948,751	888,800	+ 6.7
Pacific States			
Alaska	20,585	18,209	+ 13.0
California	1,035,861	1,033,013	+ 0.3
Hawaii	28,143	28,282	− 0.5
Oregon	85,332	80,395	+ 6.1
Washington	131,269	132,684	− 1.1
Total	1,301,190	1,292,583	+ 0.7
TOTAL U.S.	7,897,601	7,607,458	+ 3.8

Source: ANPA

*This ANPA compilation reflects 1983 newsprint consumption by 1,699 dailies plus some foreign language, college and special service dailies. The 7,897,601 metric ton total represents 74.6 percent of the estimated total U.S. consumption of 10,589,000 metric tons by all users.

To convert metric tons to short tons, multiply by 1.1023.

RESEARCH FOR NEWSPAPERS

For more than two decades, the Canadian newsprint producers of the Newsprint Information Committee have financed research projects in behalf of their customers, the newspapers. By defining the newspaper medium's strengths, the research findings have helped sell tens of millions of dollars worth of newspaper advertising, according to the Newspaper Advertising Bureau.

The most recent project, a two-year study that began in 1979, was the tenth under Committee sponsorship in conjunction with the NAB. It dealt with classified advertising.

Highlights of the classified study and the other nine research projects are given in this section. Complete results of all ten studies are available from the NAB.

"Classified Advertising: Its Audience and Its Consequences"*

This study focuses on four basic areas of classified advertising: automotive, employment, real estate and general merchandise. The study also deals with home deliveries versus newsstand and vending machine sales, readership of Sunday classified sections, and classified advertising in other sections of the newspaper, such as sports or business-financial.

Findings show that among U.S adults who read a newspaper on an "average day":

- 24 out of 100 look at employment classifed—a 60% increase over a 1971 figure of 15 out of 100.
- 23 out of 100 look at real estate classified—a 15% increase.
- 20 out of 100 look at automotive—another big jump of 67%.
- 28 out of 100 look at general merchandise classifieds—a 40% increase over 1971.
- 10 out of 100 look at recreational or sports equipment classified, and the same number look at classified ads for household services or other services.

*A 1979-80 survey by Response Analysis Corporation, financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

On an average day also:

- 7% of adults (11 million people) are "actively looking" for a new job.
- 6% (9 million) are "actively looking" for a car.
- 5% (7.5 million) are seeking to rent a house or apartment.
- 5% (7.5 million) are looking for homes to buy.

Reader attitudes toward classified advertising rated high:

"A good place to advertise things you want to sell"	79%
"Makes it easy to find what you want"	76%
"Helpful!"	71%
"A good way to look for a house or apartment"	72%
"A good way to look for a job"	55%
"Helps you save money"	43%

The classified studies led to step-by-step marketing programs designed by NAB to show newspapers how they could sell more classified advertising.

The programs enable newspapers to provide advertisers with facts and figures on "hot," "warm" and "cold" prospects, with advice on how each might be approached. They cite exemplary classified ads that have worked for others.

"How the Public Gets Its News"*

The most comprehensive of its kind ever made, the study is being used as a guideline by hundreds of newspapers conducting localized research to improve readership.

Here are a few of the scores of findings:

1. Most people want more news in the paper rather than less news and more entertainment.

2. To build circulation, newspapers must focus on the occasional and infrequent readers rather than non-readers.

3. TV newscasts and newspapers are probably not in competition. Newscast viewers and newspaper readers are frequently the same people.

4. Infrequent readers are often poor, young, single, rural, and black.

The study produced fifteen detailed spinoff studies covering such subjects as readership, content, advertising, home delivery and patterns of exposures to the news in the mass media.

The titles are:

- News Sources and Interests of Blacks and Whites
- The Personal Newspaper: Public Ratings of 34 Newspaper Subject Areas
- Young Adults and the Newspaper
- Young Adults and the Newspaper: A Supplemental Analysis
- Influence of Childhood Exposure to Newspapers on Adult Habits
- Seven Days in March: Major News Stories in the Press and on TV
- Two Dimensions of News: Interest and Importance Ratings of the Editorial Content of the American Press
- Readership and Coverage of Science and Technology in Newspapers
- Adult Readership of Weekly Newspapers and Shoppers
- The Home Delivery Population: Characteristics and Readership Patterns
- It's News to Me: Personal Reactions to the News
- The Newspaper Advertising Audience: Public Interest in Advertising and Shopping Behavior
- The Daily Diet of News: Patterns of Exposure to News in the Mass Media.
- Identifying Prospects for the Newspaper: Frequent Readers, Infrequent Readers and Nonreaders
- Technical Appendix: Sampling and Questionnaires

* A 1978 survey by Audits & Surveys, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Shoppers on the Move"*

Based on nearly 18,000 interviews in five leading markets across the country, this study charted shoppers' travel patterns. It was designed to aid retailers in planning media strategy for advertising and promotion. The research determined who the shoppers are, how far they drive, and how much they have to spend.

Shopping is a pleasure: Most women shop once a week for general merchandise items; more often than going to church, to a movie, or out to dinner.

Shoppers love to travel: Nearly nine out of 10 shopping visits in all markets were made by car—even half of downtown shopping is by car. Only 33 percent shop mostly in neighborhoods, while 67 percent either range far and wide or divide their shopping equally between nearby and more distant stores.

High income shoppers travel farther: Among families with $15,000 or more a year, 52 percent of shopping visits are more than five miles from home. For incornes under $10,000, the figure drops to 36 percent.

Under-35s travel farther: Shoppers 18 to 34 years old go five miles or more from home in 49 percent of their shopping visits; in the 35-to-64 age group the figure is 43 percent. These are prime customers.

Shoppers don't plan in advance: 53 percent say they are in the shopping area because of some immediate need, so day-in, day-out advertising coverage is vital.

The market is thin: Even for a very popular item such as personal hosiery, less than 2 percent of all women are in the market on a given day.

Food shopping: This is the most frequent kind of retail shopping. Out of all store visits for all purposes, 41 percent are to supermarkets or food stores. Seven out of ten women make at least one major trip per week, and regular newspaper readers make more major shopping trips than nonreaders do. About half of all women patronize two or more stores over a four-week period. In addition, women do not confine their major food and grocery buying trips to a single shopping area: in the course of four weeks, 24 percent of the shoppers went to two areas for the major food trip, and 8 percent went to three or more.

Movie-going: Overall, 28 percent report attending one or more movies in the last month. Movie-going is most common among the young and the well educated. Nearly two-thirds (64 percent) of all movie-goers attended theaters only outside their own neighborhoods.

Dining out: In the course of a month, 69 percent of the women in this five-city study had at least one evening meal in a restaurant. About half of these dined out three times or more. Over half (55 percent) of those eating out did not patronize restaurants in their own neighborhood, but neighborhood dining is more common in bigger cities than in smaller cities.

How newspaper works: 77 percent of the men and 81 percent of the women said newspapers are "the best kind of store advertising." Three out of four shoppers in the store today read a newspaper yesterday.

* A 1975 survey by Response Analysis Corp., Princeton, N.J., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Psychographics of the Newspaper Audience"*

Previous research has established that no matter whether one defines the market for a product in terms of age, income, education, etc., the newspaper has the broadest coverage. Now this is demonstrated as well in terms of psychographics, a measurement system widely used by ad agencies and national advertisers.

Intensive interviews were conducted with a national sample of 4,000 men and women. The sample was found to divide into 16 psychographic groups, or target audiences, those in each group having similar personalities, life styles, and personal values.

This gives creative guidance for advertisers—how to advertise various product lines so as to appeal to a given group. The study also shows that through newspapers the advertiser can reach these groups more completely than through specialized media—more beauty-aid buyers than women's magazines, more sports car buyers than sports magazines, etc.

*A 1973 survey by Behavioral Analysis, Inc., and Commercial Analysts, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"What Can One Newspaper Ad Do?"*

One of the largest field experiments ever undertaken to measure advertising effects, this study involved over 2,400 interviews in six typical markets. Actual ads of actual products were used as a test base. Chief findings:

1. One national ad in a newspaper has immediate effect on sales of the advertised brand and attitudes toward it.

2. An ad singles out and communicates best to those most likely to be customers.

3. Newspaper advertising is highly efficient in any comparison with television.

More specifically, on the first point: An ad for a particular brand boosts sales for the whole commodity category by 15 percent; increases sales of the advertised brand by 16 percent; increases the brand's share of the market by 10 percent; increases the proportion of those who would pick the brand "next time I buy" by four percent.

*A 1969 survey by Opinion Research Corp. financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"When People Want to Know. . . Where Do They Go to Find Out?"*

Samples of news, editorial and advertising material—some 240 items in all—were culled from the four major media (newspapers, magazines, television and radio). Each item was condensed to a one- ot two-sentence description on a flash card. The medium in which it appeared was not identified. Respondents were asked: "Which medium would you turn to to find out more about this subject?" Newspapers were the favored source for three out of five news and editorial items and three out of five advertising items.

*A 1967 survey by Opinion Research Corporation financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"The Retail Customer: How, When and Where She Shops and Spends"*

This major study charted the dynamics of the retail market from interviews with 10,382 women twice in successive weeks in five cities of varying sizes across the country. Data included buying behavior with respect to 145 kinds of commodities.

1. America's huge volume of retail sales is generated from relatively small percentages of women planning, shopping, and spending in any week.

Only seven out of 100 women interviewed in Week I said they planned to buy a dress soon. Only five out of a hundred shopped for a dress. Only three out of a hundred bought. This means retailers must reach 3,330 women to find those who will buy every 100 dresses sold in a week in all stores in town.

The same principle faces all retailers. In major appliances, only six out of 1,000 women bought in a sample week. Therefore, 16,700 women must be reached to sell every 100 major appliances sold in all stores in town in a week.

2. Priority of items on a customer's "plan-to-buy" list changes constantly. Thus, the retail market changes daily.

Top-of-the-mind readiness to buy ("I plan to buy it soon") accounts for only 26 percent of the general merchandise items that are bought during the shopping week. Three out of four of the 28,474 purchased items were not mentioned as "plan-to-buy-soon" items just one week earlier.

3. The effect of increased newspaper advertising was measured store by store and customer by customer in five categories of merchandise.

Stores which increased their newspaper linage at least 10 percent from Week I tc Week II developed a 12 percent greater rate of follow-through from plans to store visits than stores with no linage increase.

*A 1966 survey by Opinion Research Corp., supervised by Newspaper Advertising Bureau, financed by the newsprint companies of the Newsprint Information Committee.

Prospects See Twice as Many National Ads as Non-Prospects*

- Newspapers are read systematically. 82% of the pages carrying national advertising of 100 lines or larger are opened and scanned by the average reader.
- The mass exposure opportunity represented by this 82% page opening is remarkably consistent for men and women of all ages, income, education, and geographical location.

- Because of this high page opening, and allowing for varying ad size, there is no real difference between one product category and another in the likelihood that the reader will open the page carrying the ad, stop, and read something on that part of the page where the ad appears.
- Each reader searches through the newspaper for information that is relevant, interesting, and meaningful to him.
- Real prospects for a product, those who buy a product often and find its use pleasant and interesting, are twice as likely as non-prospects to report seeing and looking for ads.

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits and Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

How Editorial Environment Affects Page-Opening, Reading*

Ad Location		Page-Opening		Reading	
Section	Percent of all National advertising which appears in each section	Percent of all readers who open average page		Percent of page openers who read one or more items	
		Men	Women	Men	Women
General News	51%	82%	88%	64%	63%
Sports	18	85	69	60	38
Food, fashion	8	73	88	42	70
Business, finance	4	77	68	54	42
Radio, TV	3	83	80	68	65
Society	2	81	94	43	68
Amusements	2	84	90	62	52
All other	13	80	85	52	60

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits & Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

"Repetition in Newspapers"*

Results of an intricate field experiment showed that the more an advertising message is repeated, the more slowly it will fade from the consumer's memory once the campaign has ended. Sometimes this sustained effect will continue long after the ads have stopped appearing.

*A 1963 survey designed, analyzed and tabulated by the Harvard Business School, financed by the Canadian newsprint companies making up the Newsprint Information Committee, and supervised by the Newspaper Advertising Bureau.

"The Daily Newspaper and Its Reading Public"*

This survey revealed that 83 percent of the public have talked about stories they saw first in a newspaper; 53 percent within the past three months had saved an item of some sort from a newspaper; and 28 percent had clipped an advertisement, with more than half of them later buying the advertised product.

*A 1961 survey by Audits and Surveys, Inc., financed by the Canadian newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

HOW U.S. MEDIA SHARED ADVERTISING EXPENDITURES

Source: McCann-Erickson, Inc.
($000,000)

	1983	1982	1973
Newspapers	$20,135	$17,694	$ 7,481
Magazines.....	4,210	3,710	1,448
Television	16,090	14,329	4,460
Radio.....	5,230	4,670	1,723
Others	29,395	26,177	9,868
TOTAL	$75,060	$66,580	$24,980

All production costs included.

U.S. TREASURY DEPT., CUSTOMS SERVICE TARIFF CLASSIFICATION STANDARD NEWSPRINT PAPER

(Ed. Note: Following is the U.S. Customs Service's description of duty-free standard newsprint, published as Treasury Decision 56349 dated Jan. 22, 1965 and incorporating T.D. 68-265 (20) dated Nov. 6, 1968.)

The test for determining whether a paper is classifiable as standard newsprint paper under Item 252.65 is whether at the time of its importation the paper is of that class or kind chiefly used in the United States in the printing of newspapers.

Chief use is determinable by the use in the United States at, or immediately prior to, the date of importation, in accordance with General Interpretive Rule 10(e)(i) of the General Headnotes and Rules of Interpretation of the Tariff Schedules of the United States, which provides:

> 10(e) In the absence of special language or context which otherwise requires—
>
> (i) a tariff classification controlled by use (other than actual use) is to be determined in accordance with the use in the United States at, or immediately prior to, the date of importation, of articles of that class or kind to which the imported articles belong, and the controlling use is the chief use, i.e., the use which exceeds all other uses (if any) combined;

The Bureau is presently of the opinion that most papers which conform substantially to the following descriptive specifications:

> **Weight:** 500 sheets each 24 by 36 inches not less than 28½ pounds nor more than 35 pounds. **Size:** rolls not less than 13 inches wide and 28 inches in diameter. Sheets not less than 20 by 30 inches. **Thickness:** not over .0042 inch. **Sizing:** time of transudation of water shall be not more than 10 seconds by the ground glass method. **Ash Content:** not more than 6.5 percent. **Color and Finish:** white; or tinted shades of pink, peach or green in rolls; not more than 50 percent gloss when tested with the Ingersoll glarimeter

are of that class or kind of papers chiefly used in the printing of newspapers in the United States and are, accordingly, classifiable as standard newsprint paper under item 252.65, Tariff Schedules of the United States, so long as the existing conditions of chief use prevail.

PAGES IN A ROLL

Newsprint is now being delivered in both English units and metric units. Using the English system, the number of newspaper pages (one side) in a newsprint roll may be estimated with the following formula:

$$\text{Number of pages} = 432{,}000 \times \frac{A}{(B)\ (C)\ (D)}$$

Where A = Weight of roll in pounds
B = Width of page in inches
C = Length (cutoff) of page in inches
D = Basis weight in pounds (weight of 500 sheets 24 × 36 inches)

If newsprint specifications are in metric units and the page width and length are measured in inches the following formula is useful:

$$\text{Number of pages} = 1{,}550{,}000 \times \frac{A'}{(B)\ (C)\ (D')}$$

Where A′ = Weight of roll in kilograms
B = Width of page in inches
C = Length (cutoff) of page in inches
D′ = Grammage (weight in grams of one sheet measuring one square meter)

When all measurements are in metric terms, the following formula applies:

$$\text{Number of pages} = 10{,}000{,}000 \times \frac{A'}{(B')\ (C')\ (D')}$$

Where A′ = Weight of roll in kilograms
B′ = Width of page in centimeters
C′ = Length (cutoff) of page in centimeters
D′ = Grammage (weight in grams of one sheet measuring one square meter)

Source: ANPA/RI

SUMMARY OF CONVERSION FACTORS

Inches to centimeters	multiply by	2.54
Pounds to kilograms	divide by	2.2046
Short tons to metric tons	divide by	1.1023
Basis weight to grammage	multiply by	1.627
Centimeters to inches	divide by	2.54
Kilograms to pounds	multiply by	2.2046
Metric tons to short tons	multiply by	1.1023
Grammage to basis weight	divide by	1.627

TYPICAL NEWSPRINT ROLL DIAMETERS, METRIC

Inches	Centimeters	Inches	Centimeters
45	114.3	39	99.1
42	106.7	38	96.5
40	101.6	36	91.4

TYPICAL NEWSPRINT ROLL WIDTHS, METRIC

Inches	Centimeters	Inches	Centimeters
60	152.4	34	86.4
59	149.9	32	81.3
58	147.3	31	78.7
56	142.2	30	76.2
55	139.7	29	73.7
		28	71.1

TYPICAL BASIS WEIGHTS, GRAMMAGE

Basis Weight Lbs./Ream	Grammage g/m²	Basis Weight Lbs./Ream	Grammage g/m²
24	39.05	30	48.82
25	40.68	31	50.45
26	42.31	32	52.08
27	43.94	33	53.70
28	45.57	34	55.33
29	47.19	35	56.96

ASSOCIATION MEETINGS

American Newspaper Publishers Association, May 6-8, 1985, Fontainebleau Hilton, Miami Beach.

ANPA Operations Management Conference and Exposition, June 8-12, 1985, New Orleans Convention Center, New Orleans.

California Newspaper Publishers Association, Feb. 13-16, 1985, Fairmont Hotel, San Francisco.

Canadian Daily Newspaper Publishers Association, Sept. 12-13, 1984, Jasper Park Lodge, Jasper, Alta.; May 1, 1985, Westin Hotel, Toronto.

Inland Daily Press Association, Oct. 20-23, 1984, Westin Hotel, Chicago; Feb. 17-19, 1985, Fairmont Hotel, Denver; Oct. 20-22, 1985, Westin Hotel, Chicago.

Institute of Newspaper Controllers and Finance Officers, Oct. 14-17, 1984, Hotel Vancouver, Vancouver, B.C.; May 5-8, 1985, Homestead, Hot Springs, VA.

International Newspaper Advertising Executives, Jan. 27-30, 1985, Fontainebleau Hilton, Miami Beach; July 28-31, Hyatt Regency, Milwaukee.

International Newspaper Promotion Association, May 19-23, 1985, Westin Hotel, Boston.

National Newspaper Association, Sept. 26-29, 1984, MGM Grand, Reno; Sept. 18-21, 1985, Hyatt Regency, Minneapolis.

Southern Newspaper Publishers Association, Oct. 14-17, 1984, Boca Raton Hotel, Boca Raton, FL; Sept. 15-18, 1985, Broadmoor, Colorado Springs, CO.

Suburban Newspapers of America, June 4-7, 1985, Loew's L'Enfant Plaza, Washington, DC.

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